

March 23, 2015

To: David Rolka, President
 Rolka Loube Saltzer Associates
 4423 North Front Street
 Harrisburg, PA 17110-1788

Dear Dave,

At the April meeting of the TRS Council in April, we expect that R-L-S Associates will provide TRS budget recommendations for relay for 2015-2016.

The STS consumer agency, Speech Communications Assistance by Telephone (501c3) agrees that previous FCC efforts to increase STS usage have been ineffective. The FCC requested recommendations for STS outreach projects before its 12/4/13 Roundtable; to our knowledge, none were forthcoming.

We encourage R-L-S Associates to recommend that the FCC issue an RFP or other document concerning STS outreach for fiscal 2015-2016. The RFP would ask for proposals to conduct outreach and at the same time answer the following questions (possibly by doing small outreach projects in different parts of the country).

- 1) How effective is it to educate Speech Language Pathologists who work with potential STS users? Virginia Relay found this method of outreach led to significant increases in call volume. Can replication of this outreach project verify the results in Virginia?
- 2) California has a multi-vendor STS service with outreach that leads to increased call volume. Can this approach be replicated successfully?
- 3) Many years ago, Minnesota had staff who trained potential STS users by going to their homes and that process led to an increase in call volume. SCT found similar results in a study several years ago. Replication of such a project in a cost effective manner could yield helpful information.
- 4) Because speech disability is often associated with disabilities which prohibit driving, many potential STS users ride Paratransit. Would advertising on billboards in Paratransit vehicle be effective in increasing call volumes?
- 5) Is it possible to determine how high the per minute reimbursement would need to be for the providers to have sufficient economic incentive to conduct outreach which would significantly increase call volume?
- 6) Is outreach done by providers more effective in increasing call volume than outreach done by a nonprofit?

Respondents to the RFP would be encouraged to include other outreach methods to be tested as long as results led to empirical findings. We strongly encourage the council to recommend that the FCC budget for STS outreach be conducted such that it answers these questions.

Sincerely,



Bob Segalman, Ph.D., President
 Speech Communications Assistance By Telephone, Inc. (SCT)
 515 P St., #207
 Sacramento, CA 95814
 916-448-5517
 E-mail: drsts@comcast.net

As a 501(c)(3) nonprofit dedicated to improving telecommunications options for people with speech disabilities
www.speechtospeech.org

cc: Dr. Robert Loube, Vice President
 TRS Council
 SCT Board
 FCC Disability Right Office
 Karen Peltz Strauss, Deputy Bureau Chief,

Consumer and Governmental Affairs